



# Strategic Planning FY2020- 2022

**Caryn Stancik**

**Chief Communications & Marketing Officer**

April 26, 2019



COOK COUNTY  
**HEALTH**

# Overview of Department



COOK COUNTY  
**HEALTH**

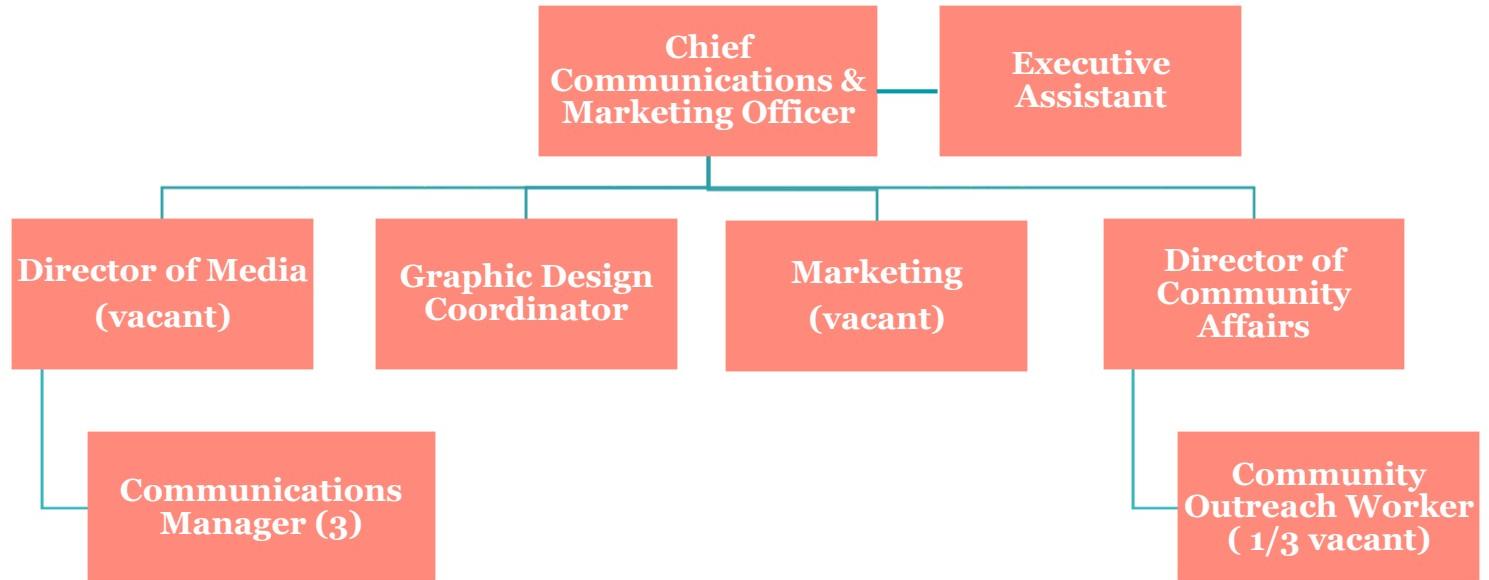
# Overview of Department

## Portfolio

- Stroger Hospital
- Provident Hospital
- Community Health Centers
- Correctional Health
- Public Health
- CountyCare Health Plan
- Research
- Providers

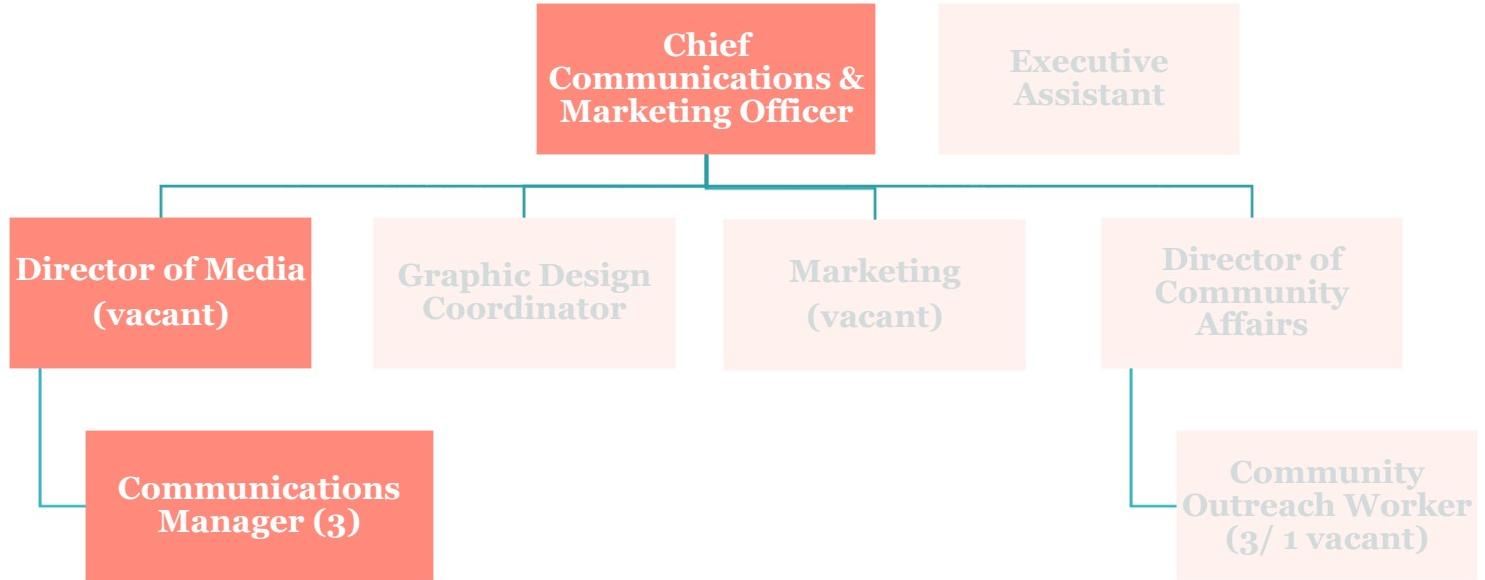
## Responsibilities

- 24-7 Media Relations
- Public Relations
- Social Media
- Crisis Communications
- Community Affairs
- Marketing
- Internal Communications
- External Communications
- Special Events



# Communications

- 24-7 Media Relations
- Public Relations
- Social Media
- Crisis Communications
- Internal Communications
- External Communications
- Website/Intranet
- Special Events





[Federal Government Ends Oversight of Cook County Jail's Medical Center](#)

[Why Obamacare repeal would be devastating to people with HIV](#)

[US opioid epidemic: Study warns about 'third wave' of fentanyl](#)



[A New Vision of Patient Care](#)



[As the wounded kept coming, hospitals dealt with injuries rarely seen in the U.S.](#)

[The Washington Post](#)

[Chicago Tribune](#)

[Saving lives, saving money: Hospitals set up homeless patients with permanent housing](#)



[March for Our Lives: Chicago students in city and D.C. prepare for March for Our Lives](#)

[13 children killed by flu this year, including 1 in Illinois, CDC says](#)

[CHICAGO SUN-TIMES](#)

[Breast cancer for men rare, but still 'it can happen to you'](#)



[Third Group Of Navy Corpsmen Graduate Stroger Hospital Training Program](#)

[City Club of Chicago: Dr. John Jay Shannon, CEO of the Cook County Health & Hospitals System](#)



[BECKER'S HOSPITAL REVIEW](#)

[100 great leaders in healthcare | 2018](#)

[Fewer people are dying from gunshots in Chicago: Stroger hospital is a big reason why](#)

[Corner Office: Cook County Health and Hospitals System CEO Dr. John Jay Shannon on the importance of strong teams](#)



[Loan Repayment Program for Clinicians Also Seeks to Fight Opioid Crisis](#)

[THE WALL STREET JOURNAL](#)

[Navy Medics Get Prepared for Combat—With Tour of Duty in Chicago](#)

[Extreme cold in Chicago may cause some frostbite victims to lose](#)



[New Website Lets Strangers Help Chicago's Tiniest Patients](#)



[Midwest Weather Whiplash: From Deep Freeze to Melt, Bringing New Risks](#)

[The New York Times](#)

[Daily Herald](#)



[County health clinic grand opening Friday in Arlington Heights](#)

[Inauguran una nueva clínica pública con personal bilingüe en Arlington Heights](#)

[Cook County Officials Warn of 'Very Powerful Drug' After More Than 100 Die in 7 Months](#)



[Modern Healthcare](#)

[Chicago county health system calls for federal gun control](#)

[Safety net systems step up care for immigrants barred from ACA coverage](#)

[Chicago's Black Communities Hit Hardest In Opioid Overdoses](#)



[Illinois health stats for women, youth show both decline and improvement](#)



[Chicago's gun violence crisis is also a mental health crisis](#)

[Advocates, health providers laud new PrEP approval](#)



[Cook County Health doubles down on preventive, outpatient services](#)



[Preventing Stroke: Diet and Exercise the Key](#)

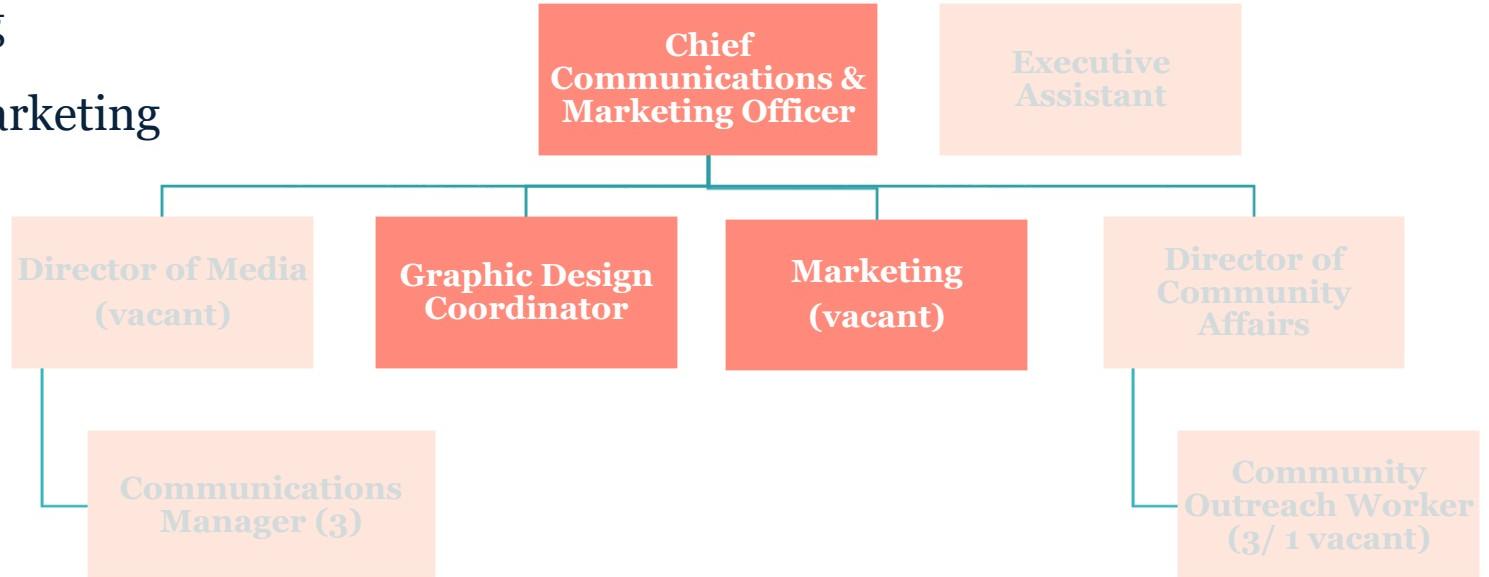
[DAILY Southtown](#)

[Local health care providers expect challenges enrolling residents in ACA](#)



# Marketing/Graphics

- Brand and Reputation Marketing
- System Services and Program Marketing
- Facility Marketing
- Health Plan Marketing\*
- Sponsorships
- Special Events
- Internal Needs
  - Wayfinding, Signage, Photography, Intranet



\*All health plan marketing materials require prior approval by state HFS.

NOTE: Marketing efforts are supplemented with external vendor who conducts market research, develops creative concepts for large campaigns, handles media buys, etc. Annual marketing spend is \$1.25M for CCH and \$1.25M for CountyCare.

# Collateral Materials

- Outreach
- Patient Education
- Marketing
- Special events
- Advocacy Efforts
- Compliance Activities
- Internal needs

The collage includes the following items:

- ARLINGTON HEIGHTS HEALTH CENTER** (Bibbon Cutting Ceremony): A brochure for a ribbon cutting ceremony at the Arlington Heights Health Center on Friday, April 12, 2019.
- Preventing & Recognizing Stroke**: A brochure about stroke prevention and recognition.
- COOK COUNTY HEALTH** (Stroke Awareness): A brochure titled "Stroke" with information on stroke prevention and symptoms.
- GUN VIOLENCE: A PUBLIC HEALTH CRISIS**: A brochure titled "Gun Violence: A Public Health Crisis" with a large image of a handgun.
- SYSTEM NEWS** (Newsletter): A newsletter titled "SYSTEM NEWS" featuring a letter from the CEO and several articles.
- Financial Assistance**: A brochure about financial assistance, showing a man and woman at a desk.
- Provident Hospital Eye Center**: A brochure for the Provident Hospital Eye Center, featuring an eye chart and a doctor examining a patient.
- WELCOME 2019 Cook County Health Symposium on Oral Oncology**: A poster for the 2019 Cook County Health Symposium on Oral Oncology.
- 4 MEN ONLY Health & Wellness Fair**: A poster for the 4 Men Only Health & Wellness Fair on Saturday, April 27, 2019.
- FEATURED PHYSICIANS**: A brochure listing featured physicians.
- COOK COUNTY HEALTH Strategic Planning Town Hall Meeting**: A poster for the strategic planning town hall meeting on Tuesday, April 30, 2019.
- MEDICARE PRESCRIPTION DRUG COVERAGE & YOUR RIGHTS**: A brochure titled "LA COBERTURA DE MEDICARE DE LAS RECETAS MÉDICAS Y SUS DERECHOS" (Medicare Prescription Drug Coverage and Your Rights).

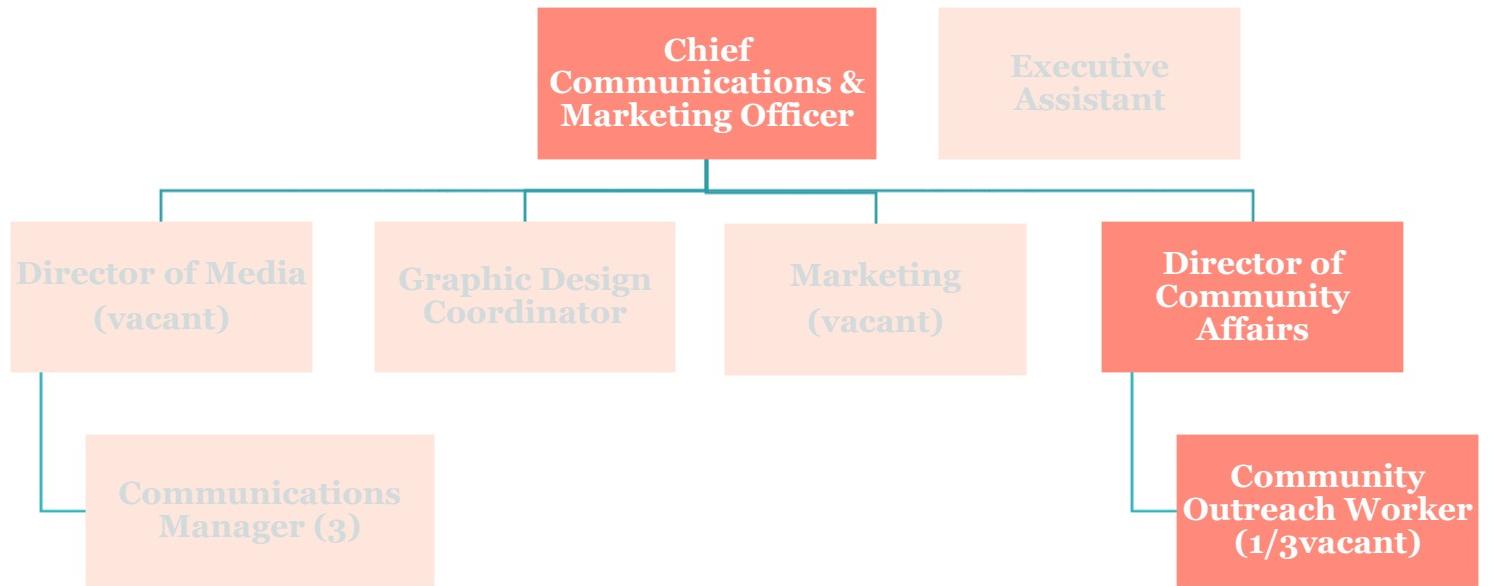
Additional samples in appendix



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HEALTH  
[www.cookcountyhealth.org](http://www.cookcountyhealth.org)

# Outreach

- Represent CCH and its service lines including CountyCare\* at community events to raise awareness of the services provided at all facilities
- Represent CCH/Health Plan on community-based organization boards, etc.
- Organize/facilitate Community Advisory Councils
- Special Events



\* CountyCare participation at events requires pre-approval from the state and all health plans are required to be invited by the sponsoring organization.  
NOTE: Community Outreach is supplemented with external vendor during peak months at an annual cost of approximately \$50K.

# Impact 2020 Update



## Status and Results

- Deliver High Quality Care
- Grow to Serve and Compete
- Foster Fiscal Stewardship
- Invest in Resources
- Leverage Valuable Assets
- Impact Social Determinants
- Advocate for Patients



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# Impact 2020

## Progress and Updates

Focus Area	Tactic	Status
Deliver High Quality Care	Market CCH as the provider of a continuum of care with a focus on those transitioning to Medicare	Look at us Now Campaign 2019: Website launch Making an Impact CAN TV
Deliver High Quality Care	Launch internal and external campaigns focused on customer service, patient conveniences and reputation building	Look at Us Now Safety Now Internal/External rebrand All Are Welcome Patient Portal 2019: Making an Impact 2019: Quiet Campaign
Grow to Serve and Compete	Develop and implement strategies to retain and attract CountyCare members	All the Benefits. None of the Costs FHP Pilot Redetermination Events Outreach Activities You Don't Have Time for a Sick Day
Grow to Serve and Compete	Raise awareness of centers of excellence	Media stories Thought leadership Foundation partnership



# Impact 2020

## Progress and Updates

Focus Area	Tactic	Status	
Foster Fiscal Stewardship	Execute marketing and branding strategy	Look at Us Now CCH rebrand Making an Impact Website	Ongoing
Foster Fiscal Stewardship	Develop marketing strategies for specific service lines	CountyCare CareLink Labor & Delivery New facilities (Community Triage Center, Professional Building, Arlington Heights) Food as Medicine Adolescent Health	Ongoing

# Impact 2020

## Progress and Updates

Focus Area	Tactic	Status
Advocate for Patients	Establish at least two community advisory boards for community health centers	Established - Arlington Heights, Cottage Grove, Englewood 2019 - Austin, Near South, Robbins  Ongoing
Advocate for Patients	Offer community programming at health centers	Medicaid redetermination events Fresh Truck & Black Oaks Summer Meals Program 4 Men Only Health Fair Partnership for Resilience at the Cottage GroveMen's Health Initiative at Englewood and Woodlawn  Ongoing

# FY2020-2022



## The Future

### Environmental Scan of Market, Best Practices and Trends



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# **Environmental Scan of Market, Best Practices and Trends**

## **Market Considerations**

Consolidations on the provider side create larger organizations with larger marketing budgets

Health plan competition is supported by both ‘known’ brands & marketing budgets of large, national companies

Health systems use facilities and staff as brand ambassadors.

## **Best Practices & Trends**

Content marketing

Web and mobile applications beyond patient portals

Traditional marketing tactics needed for Baby Boomers

Digital strategies

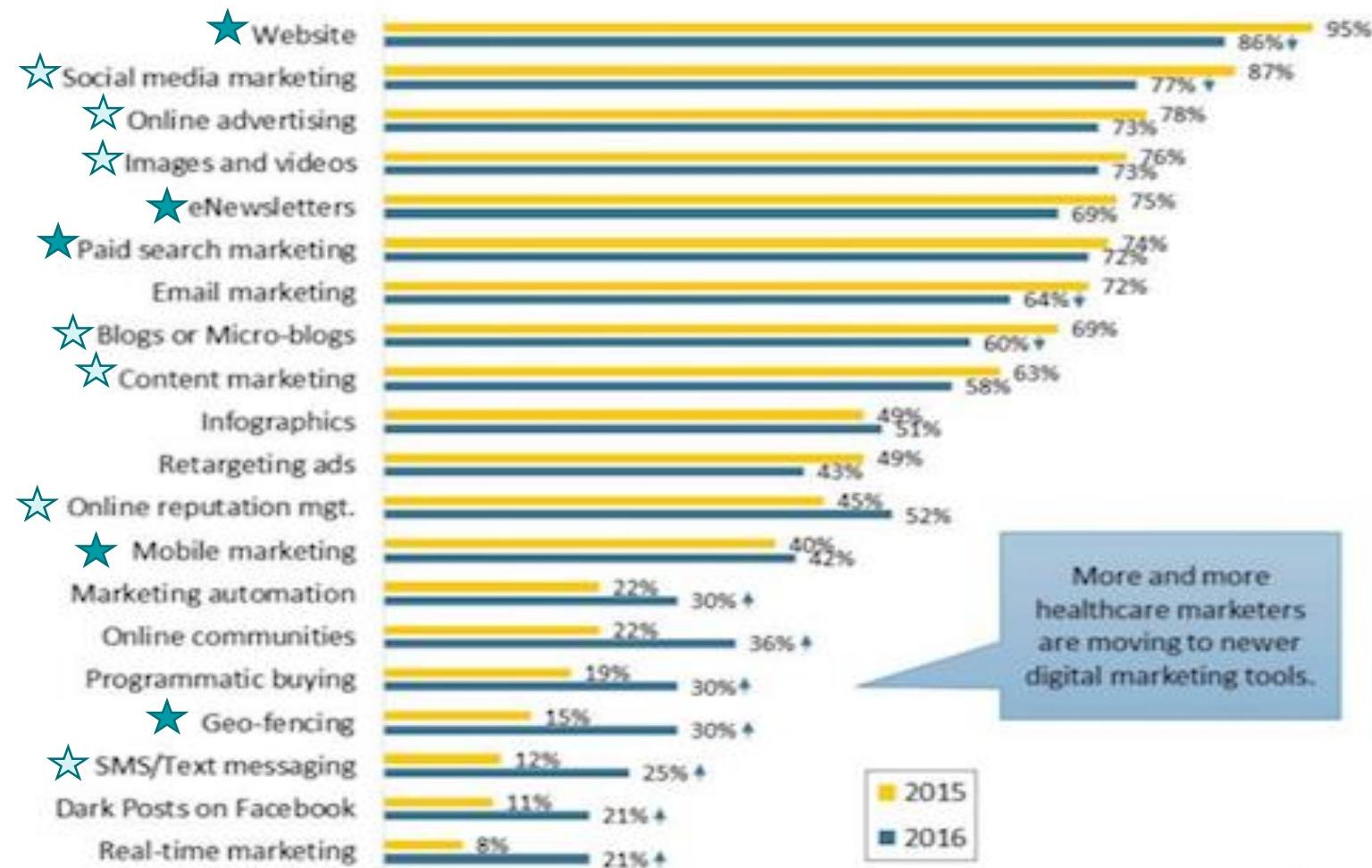
# Environmental Scan of Market, Best Practices and Trends

## Digital Trends

★ Experienced

★ Just scratching the surface

### Online/Digital Marketing Currently Used at Hospital/System



# Generational Healthcare Marketing



## Millennials

43% are likely to switch practices in the next few years  
54% have made a switch in the past 2-3 years

→ Prefer a sophisticated and integrated digital approach

## Generation X

44% are likely to switch primary care physicians in next 3 years

→ Adapted/ing to digital

## Baby Boomers

20% are likely to switch physicians in the next three years

→ Prefer traditional approaches

<https://www.evariant.com/blog/statistics-guide-your-2018-healthcare-marketing-budget>

# 7

# SWOT Analysis

**Strengths, Weaknesses, Opportunities and Threats**



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# SWOT Analysis

## Strengths

- 180+ year mission = community trust
- Comprehensive portfolio of services
- Media Go-To
- Research driven strategies have proven successful for system and plan

## Weaknesses

- Positive brand awareness of CCH often limited to trauma/emergency medicine and Stroger
- Market research has been limited.
- Perception that CCH is only for uninsured
- Reputation for delays, cultural competency, etc
- Limited resources impact reach
- Diverse and geographically dispersed patients/staff require different tactics and resources
- Health plan brand awareness not as strong as national brands
- Lack of career path for staff

## Opportunities

- Efforts to address social determinants of health extend reach and provide added opportunity
- Centers of Excellence
- Clinical research that furthers the mission
- Staff & facilities as brand ambassadors
- Digital strategies (portal, texting, social)

## Threats

- Patient Experience
- Competition (brand loyalty and \$\$)
- Expensive media market
- Reputation
- Competing internal needs
- Brand awareness of competitors

# FY2020-2022



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# Deliver High Quality Care

## FY2020-2022 Strategic Planning Recommendations

### Strategies

- Support internal efforts to raise quality bar/scores
  - “Quiet” campaign
- Continue to position CCH and its providers/leadership as thought leaders on quality and population health management
- Work with clinical leadership to develop a comprehensive patient education strategy

### Ongoing:

- Continue to market CCH as the provider of a continuum of care
- Continue internal and external campaigns focused on customer service, patient experiences and reputation
- Complete rebranding process

# Grow to Serve and Compete

## FY2020-2022 Strategic Planning Recommendations

### Strategies

- Conduct additional market research to understand
  - Opinions and choice patterns of CCH patients
  - Referral patterns of primary care providers (CCH and FQHCs)
  - Where new opportunities (segments, service lines, etc) may exist for CCH
  - Opinions and choice process of health plan members
- Develop consumer and non-consumer facing strategies to raise awareness of specialty care
- Develop strategies to support growth in primary and specialty volumes
- Develop and allocate resources to a sponsorship strategy

### Ongoing

- Raise awareness of clinical Centers of Excellence within CCH specialty services
- Develop strategies to maintain CountyCare market share

# Leverage Valuable Assets

## FY2020-2022 Strategic Planning Recommendations

### Strategies

- Continue to position CCH providers/leaders in media and community
  - Strategic speaking engagements, sponsorship strategy, new media guide
- Develop strategy to unify look and feel of existing health centers to create a recognizable brand
- Engage front line staff in brand ambassador efforts
  - Outreach events, speakers training, branded gear
- Engage members of the Cook County Health Foundation as brand ambassadors
- Highlight CCH research that supports/further our mission
- Work with providers to identify and promote additional patient stories
- Mature current digital and social media strategies

# **Impact Social Determinants/Advocate for Patients**

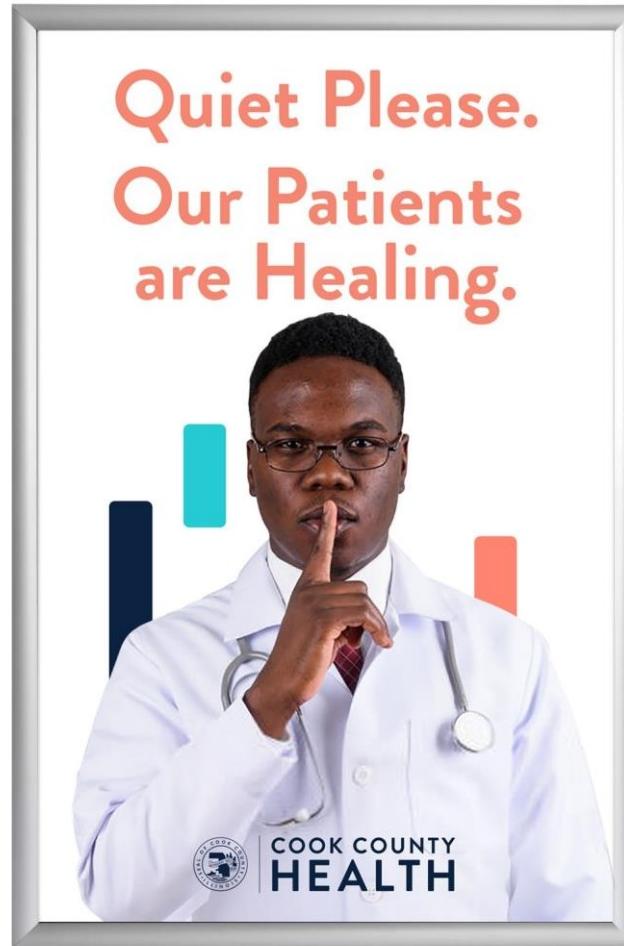
## **FY2020-2022 Strategic Planning Recommendations**

### Strategies

- Establish community advisory boards at remaining sites
- Work with health center leadership to expand programming at health centers
- Expand/develop new avenues to promote CCH efforts
  - Videos and content marketing
  - White papers
  - Research & Innovation Summits
- Continue to support CCH efforts through media, community, advocacy efforts

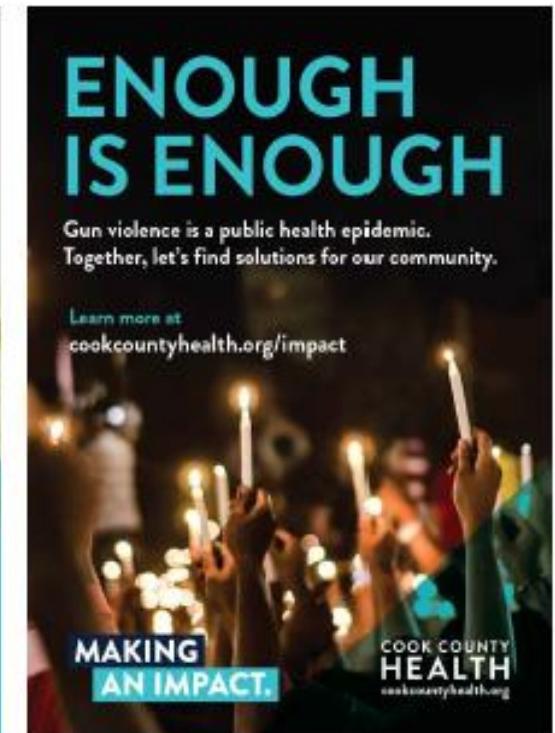
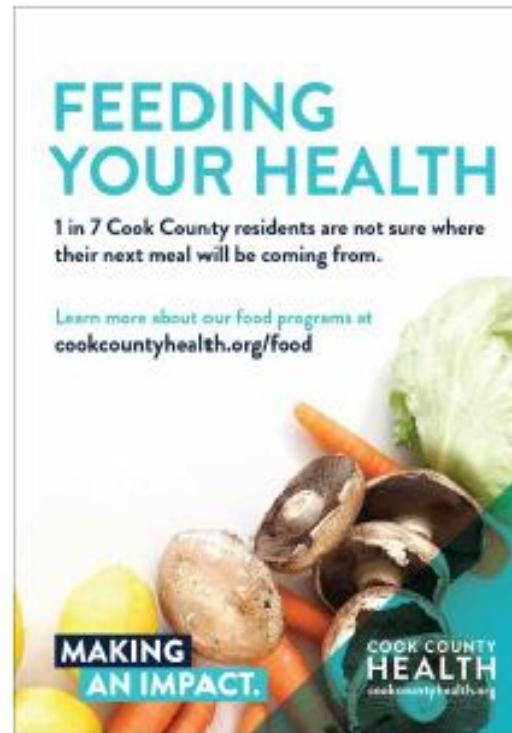
# Coming Soon

## Supporting Quality Efforts



# Coming Soon

## Reputation Building Campaign 2.0



Thank you.

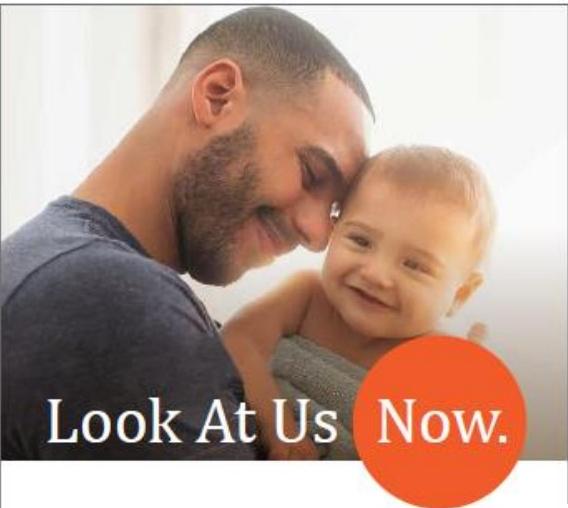


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# Appendix



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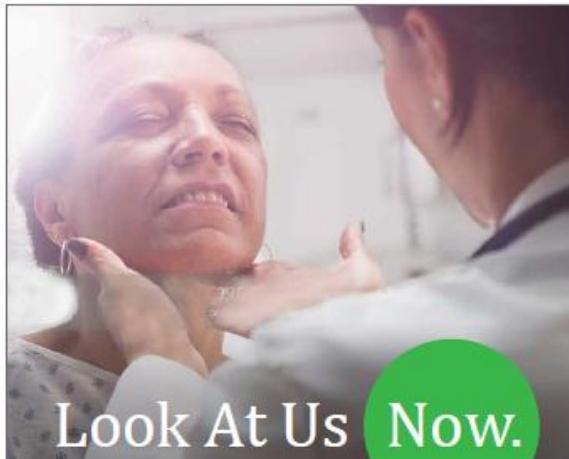
Look At Us Now.

4-month check-ups and  
4 a.m. phone calls.

No matter the reason, you can call on our team of more than  
100 family doctors and pediatricians.

[cookcountyhealth.org](http://cookcountyhealth.org)

COOK COUNTY HEALTH  
& HOSPITALS SYSTEM  
**CCHHS**



Look At Us Now.

Training the Navy and  
treating your grandmother.

Top doctors training the military are the same doctors  
making sure she gets back on her feet.

[cookcountyhealth.org](http://cookcountyhealth.org)

COOK COUNTY HEALTH  
& HOSPITALS SYSTEM  
**CCHHS**



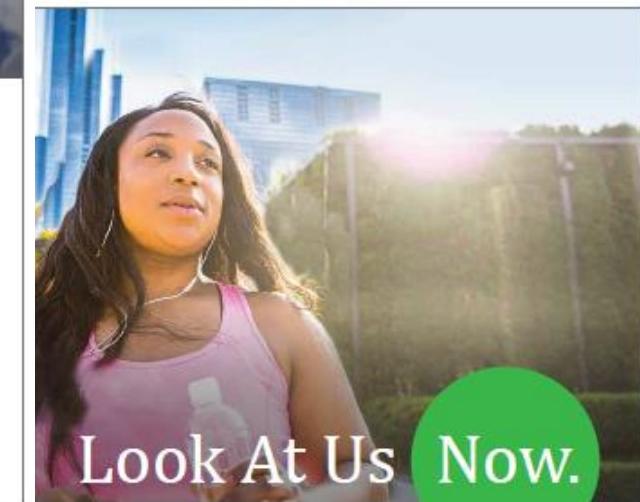
Look At Us Now.

State-of-the-art equipment and  
a treatment plan just for you.

In the fight against cancer, you can depend on the latest in  
technology, innovative research and top doctors standing  
by your side.

[cookcountyhealth.org](http://cookcountyhealth.org)

COOK COUNTY HEALTH  
& HOSPITALS SYSTEM  
**CCHHS**



Look At Us Now.

Adding years to your life  
and life to your years.

Convenient hours and locations so you can get  
back to what matters most.

[cookcountyhealth.org](http://cookcountyhealth.org)

COOK COUNTY HEALTH  
& HOSPITALS SYSTEM  
**CCHHS**



COOK COUNTY  
**HEALTH**

# Collateral Materials

Be healthy with CountyCare, an Illinois Medicaid health plan for Cook County residents.

## WHY COUNTY CARE?

As a CountyCare member, you have access to:

- Expert care from more than 70 hospitals, 4,500 primary care providers and 15,000 specialists in Chicago and across Cook County
  - Dental care, Vision care, Mental Health services and more
  - 24-hr Ame prom

## WHAT IS COVERED?

- Routine Doctor Visits
  - Hospital Visits
  - Dental Care
  - Vision Care
  - Women's Health
  - Children and Family Health
  - Specialty Care
  - Surgery
  - Mental Health Care
  - Addiction Treatment
  - Lab Tests
  - Pharmacy Services
  - Transportation
  - Adult Health Services



In order to keep your Medicaid benefits, you must complete the "Redetermination Process" each year.

## Need help completing your Redetermination forms?

Look for a letter in the mail from the State of Illinois asking for information about your eligibility. Complete the form and return.



Questions? **We can help.**  
**312-864-REDE**

**Hotline Hours** Monday-Friday **8am - 6pm** Saturday **9am - 1pm**



COUNTYCARE.COM

The Blue Cross Environment Services will send you a health plan plus choices. It is time for you to make a health plan choice and during your open enrollment period. The services or benefits of choices in Blue Cross will be informed about the options of the plan of which you are a part and choose a plan that fits your needs.

Course/Care complies with applicable Federal and state laws and does not discriminate on the basis of race, color, national origin, gender, disability, or sex.

Course/Care has English, Spanish, and a third language service, please contact us for assistance. UWAGA: Jedenzeit mit jederzeit, monatlich kündigen (beginning monthly payments). Zebedien mit 312-864-8200 855-446-1671 711 (775).

UWAGA: Jedenzeit mit jederzeit, monatlich kündigen (beginning monthly payments). Zebedien mit 312-864-8200 855-446-1671 711 (775).

This document is also available in other languages. Please contact us at 312-864-8200 to request this document in another language.

## Financial Assistance



## **Questions about paying for medical care?**

If you are uninsured, underinsured, or unsure about which healthcare benefits you qualify for, we can help.



Look At Us Now.



## MAMMOGRAPHY SERVICES -

HAVE YOU SCHEDULED  
YOUR MAMMOGRAM?

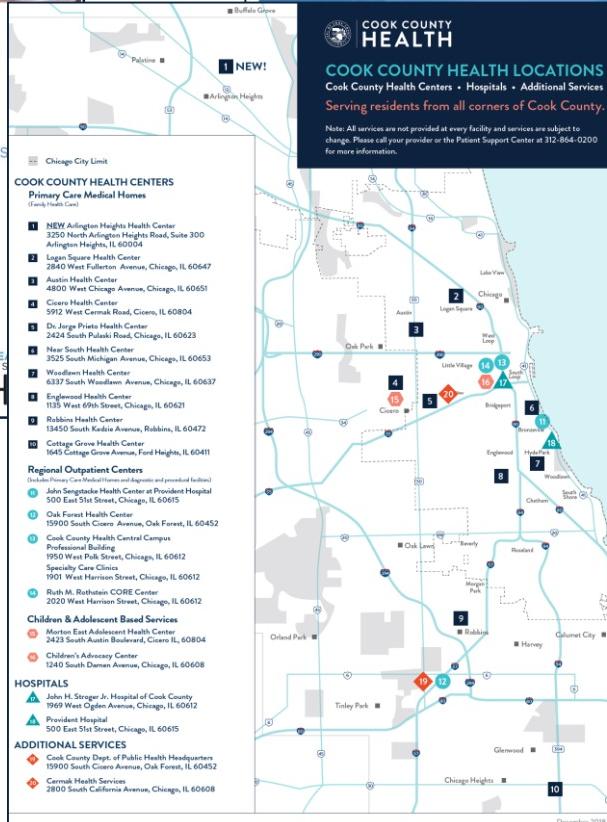


Call 312-864-0200.

- IMMEDIATE OPENINGS,  
INCLUDING SATURDAYS
  - FRIENDLY STAFF
  - CLOSE TO HOME
  - NO REFERRAL NEEDED FOR  
CURRENT CCHHS PATIENTS

**Ident Hospital of Cook County**  
East 51st Street  
Chicago, IL 60615  
Floor, Radiology Department

H. Stroger, Jr. Hospital  
Cook County  
West Ogden Avenue  
Chicago, IL 60612  
10th Floor, Clinic K



## Collateral Materials



COOK COUNTY  
HEALTH



## QUIET ZONE

HOSPITALS ARE  
FOR HEALING.

Please silence your cell phone.  
Use your headphones  
when taking a call and  
use inside voice.

## Cook County Health Professional Building

Corner of Polk & Damen

Cook County Health  
Edificio Profesional  
Esquina de Polk y Damen



1950 West Polk Street

### ATTENTION

Please be advised, the  
CCHHS Administration Building  
will be CLOSED from  
7:00 a.m., Saturday, March 10 until  
7:00 a.m., Sunday, March 11.

Electrical and water service to the building  
will be turned off during this time to  
allow ComEd to safely repair the  
equipment serving the building.

No entrance to the building



Come to quiet ICU

For patient healing please,  
turn phones to vibrate,  
no conversations private  
talk softly.



## STAFF ELEVATORS

## STAFF ELEVATORS



COOK CO.  
HEALTH

### EFFECTIVE IMMEDIATELY

The Cardio Thoracic, Urology,  
Colorectal, General  
Surgery and Vascular Clinic  
are now located  
in CLINIC E.

### EFFECTIVO INMEDIATAMENTE

Cardio Torácico, Clínica de  
Urología, Clínica de Colón-Rectal  
y Cirugía General y  
Clínica de Vascular



Waiting Room  
Public Elevators  
Exit Here

Sala de Espera  
Elevadores Públicos  
Salida Aquí



For your safety,  
please ask staff  
for ice.  
Thank you.

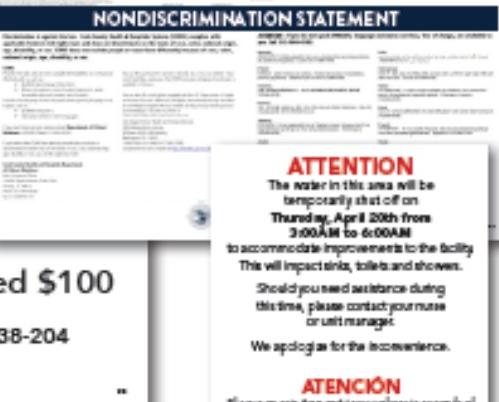


Para su seguridad,  
por favor solicite el  
Hielo al personal.  
Muchas gracias.

NO SMOKIN  
ON COOK COL  
PREMISES OR FAC



Violators may be fined \$100  
in accordance with  
Cook County Ordinance: 38-204



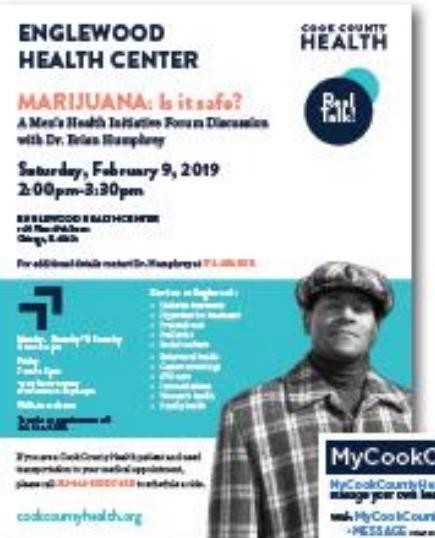
Cook County Health Professional Building  
Cook County Health Edificio Profesional  
1950 West Polk Street

Follow the blue arrows  
to the Professional Building.  
Sigua estas flechas azules  
hacia el Edificio Profesional.

1950 W. POLK STREET  
1950 W. POLK STREET  
1950 W. POLK STREET

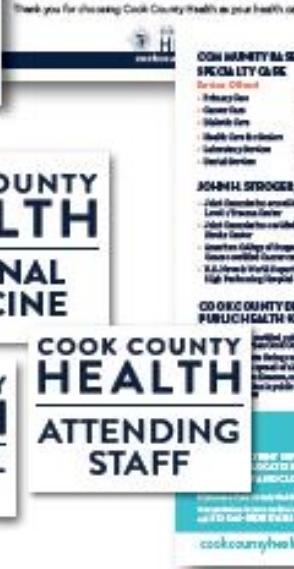
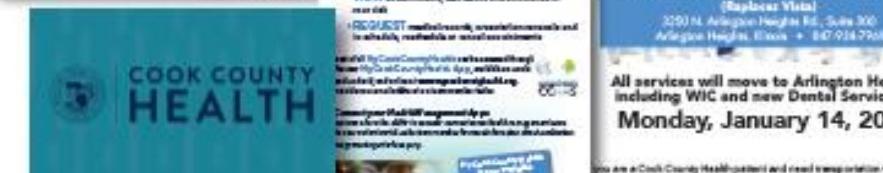
CCHHS

## Collateral Materials



**This location  
will be closed:  
Monday  
May 27th**  
2019  
in observance of  
Memorial Day.

**Este establecimiento  
estará cerrado el  
Lunes 27 de mayo  
en observación del Memorial Day.**



# Collateral Materials

